



**April 5, 2011**

The Kentucky Workforce Investment Board has sent the following e-mail and attachments to Local Workforce Investment Area directors asking them to work with partners, including Adult Education, to develop local NCRC marketing plans.

To participate in this important initiative, please see details below and contact the Local Workforce Investment Area director in your area.

### **Funds to market NCRC in local areas**

Each of the 10 local Workforce Investment Areas is eligible to receive \$8,000 to market the National Career Readiness Certificate to employers in your region as a business solutions tool. The documents linked below explain what you need to do and contains a two-page Word form that you need to complete to receive the money. There is NO big long proposal to write or budget forms to complete. We want you to do three things:

1. Collaborate with your partners (including Adult Education) and business services teams
2. Target employers
3. Be CREATIVE... think outside the box, leverage these resources...

**Please have the form back to Joe Paul via email ([joseph.paul@ky.gov](mailto:joseph.paul@ky.gov)) by April 14.**

- [NCRC Local Outreach Funds Application](#) (41K DOC)
- [Turnover Letter](#) (30K DOC)

*(I know that is only two weeks, but we need to get this money in your hands!)*

PS – there are some ideas on the last page of the document that are intended to inspire... not dictate what you need to do.

**Tom West, AICP**

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